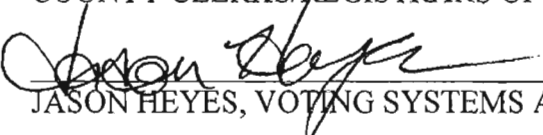




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February 15, 2008

TO: COUNTY CLERKS/REGISTRARS OF VOTERS/VENDORS (08063)
FROM: 
JASON HEYES, VOTING SYSTEMS ANALYST
SUBJ: BALLOT COLOR FOR JUNE 3, 2008, STATEWIDE DIRECT
PRIMARY ELECTION

Pursuant to Elections Code §13002 and California Code of Regulations, Title 2, §20211, the Secretary of State's Office has selected a design and color combinations for use in the June 3, 2008, Statewide Direct Primary Election. **The design for this election is the CA Poppy.** The color combinations are listed below. **The design and tint must appear on the ballot itself, not only on the ballot stub.**

Each county elections official has the option to distinguish party ballots according to the color scheme below. If the county elections official chooses not to distinguish the ballots for each party by color, then all ballots must be printed so that the background is tinted **White** and the design tint shall be tinted **Orange PMS 152**.

However you decide to distinguish political party ballots, whether by color or by some other means, all ballots must bear the same design, the **CA Poppy**.

For color-on-color combinations, the tint value for the background should produce a light tint. The design should be clearly visible and distinct from the background. The screen percentages for the design should be such that the outline is darker than the background and the interior area of the design is lighter than the background.

PARTY	BACKGROUND	DESIGN* TINT
American Independent	Lavender PMS Purple	Lavender PMS Purple
Democratic	Blue PMS 543	Blue PMS 543
Green	Red PMS 192	Red PMS 192
Libertarian	Yellow PMS Yellow	Yellow PMS Yellow
Peace and Freedom	Orange PMS 152	Orange PMS 152
Republican	Brown PMS 465	Brown PMS 465
Non-Partisan	White	Red PMS 192

For those counties using the DFM Mark-A-Vote the background shall be tinted **White** and the design tint shall be **Red PMS 192**.

*The design for this election is the **CA Poppy**.